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## (54) Transmission and/or reception of signals

(57) A signal is transmitted which includes personalized information including data representing information about specific programs targeted for a specific viewer.

A reception apparatus comprises:

an extraction unit (22, 23, 28) for extracting the data representing the information about the specific programs from the broadcast signal received; and a display

unit (26) for displaying the information about the specific programs on the basis of the data representing the information about the specific programs.

A transmission apparatus comprises:

means (10, 1, 2, 3) for generating the personalised information including the program data; and  
means (7, 8, 9) for combining the personalised information with a broadcast program signal.

## F I G. I

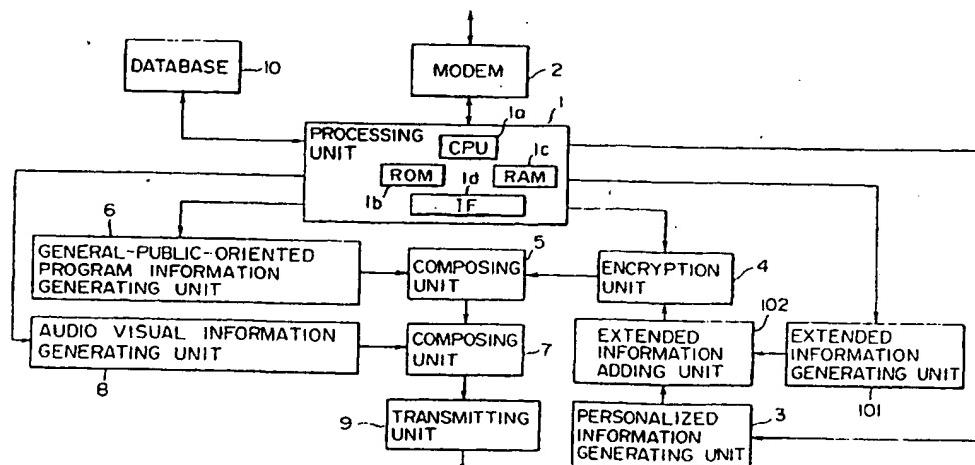
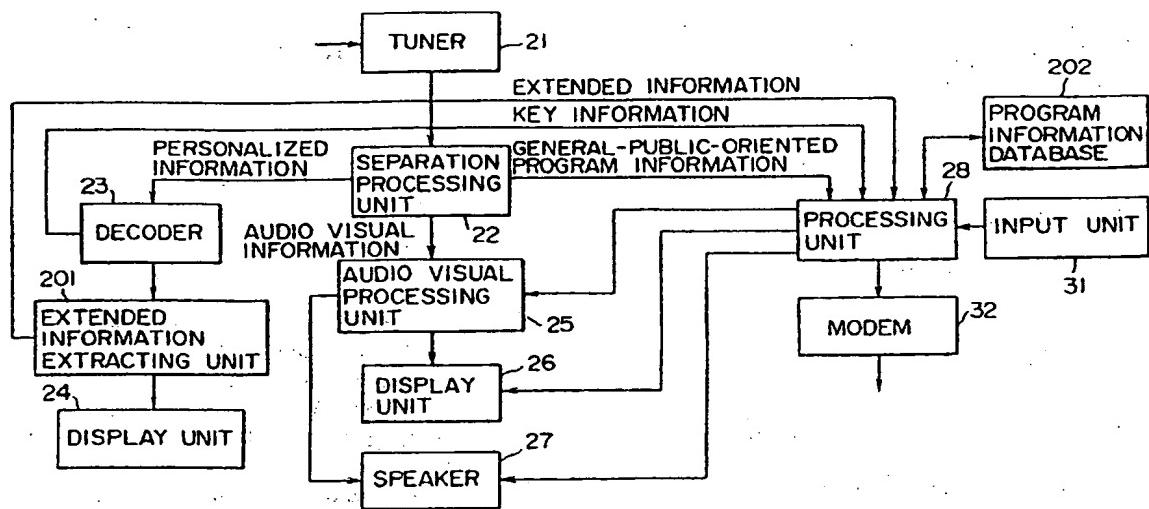


FIG. 2





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## EUROPEAN SEARCH REPORT

Application Number

EP 97 30 0047

DOCUMENTS CONSIDERED TO BE RELEVANT			CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	H04N7/16
Y	US 5 473 609 A (CHANAY JOHN W)	1,8,10, 12,14,16	H04N7/16
A	* the whole document *	2-7,9, 11,13, 15,17	
Y	WO 94 29811 A (SCIENTIFIC ATLANTA)	---	
A	* the whole document *	1,8,10, 12,14,16	
A	WO 94 14280 A (DISCOVERY COMMUNICAT INC) * the whole document *	2-7,9, 11,13, 15,17	
A	BESTLER C: "FLEXIBLE DATA STRUCTURES AND INTERFACE RITUALS FOR RAPID DEVELOPMENT OF OSD APPLICATIONS" PROCEEDINGS FROM ELEVEN TECHNICAL SESSIONS OF THE ANNUAL CONVENTION AND EXPOSITION OF THE NATIONAL CABLE TELEVISION ASSOCIATION, SAN FRANCISCO, JUNE 6 - 9, 1993, no. CONVENTION 42, 6 June 1993, RUTKOWSKI K, pages 223-236, XP000410503 * the whole document *	1-17	
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			TECHNICAL FIELDS SEARCHED (Int.Cl.6)
			H04N G06F H04J
The present search report has been drawn up for all claims			
Place of search	Date of completion of the search	Examiner	
BERLIN	17 December 1997	Greve, M	
CATEGORY OF CITED DOCUMENTS		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons ..... & : member of the same patent family, corresponding document	
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